

## Tripadvisor Launches Apple Watch App For Timely Travel Advice World's Most Popular Travel App Available on Apple Watch on 24 April

TripAdvisor®, the world's largest travel site\*, today announced the launch of the TripAdvisor Apple Watch app, available now on the App Store. The app, with features designed specifically for the new Apple Watch, provides access to TripAdvisor traveller reviews, ratings and photos of hotels, restaurants and attractions.

The Apple Watch includes a new feature called "Glances," which allows users to conveniently get updates from their favourite apps with a quick swipe up from the watch face. The TripAdvisor Glance provides timely recommendations to help users discover nearby points of interest based on the person's location (using GPS) and time of day. For example, at noon, TripAdvisor Glance will automatically find the highest-rated restaurant near the user's current location and suggest the place to go for lunch.

"With the launch of the TripAdvisor Apple Watch app, users can now carry the invaluable insights of millions of travellers on their wrists," said Adam Medros, senior vice president of global product, TripAdvisor. "Whether around town or travelling somewhere new, the app helps make exploring on-the-go even more elegant and effortless."

Additional TripAdvisor Apple Watch app features:

- **Walking directions:** Shows travellers their current location using GPS technology and provides directions to places of interest using Apple Maps.
- **Saves:** Allows travellers to save their favourite restaurants, attractions and hotels and view them later on another Apple device or on TripAdvisor.co.uk.
- **Helpful search options:** Lets travellers adjust their search range for points of interest between 1, 5 and 10 miles and sort options, such as ranking businesses according to their popularity or by distance.

"TripAdvisor is already the world's most popular travel app<sup>1</sup> with 175 million mobile app downloads worldwide on the phone and tablet, and we look forward to extending our timely travel insights to even more people through the Apple Watch," continued Medros.

The TripAdvisor Apple Watch app will be available from the Apple Watch App Store beginning 24 April. The TripAdvisor iPhone app is available now as a free download from the App Store.

<sup>1</sup>Source: Distimo study of mobile app downloads in the travel sector for the period of January 1, 2012 to March 31, 2014, based on downloads and device installs.

---

<https://tripadvisor.mediaroom.com/2015-04-13-TRIPADVISOR-LAUNCHES-APPLE-WATCH-APP-FOR-TIMELY-TRAVEL-ADVICE>